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CANCER SUPPORT

Sefton Council 

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South Sefton
Clinical Commissioning Group

MSP COACHING PLAN

MACMILLAN MOVE MORE SOUTHPORT AND FORMBY

MAY 2018

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INTRODUCTION

THE IDEA

Part of MSP's coaching delivery plan was to use local insight to identify under represented groups in the community and to work with local delivery partners to recruit and develop front line coaches to provide meaningful activity experiences for them.

To achieve this, MSP identified two key objectives:

- To increase the opportunities for individuals facing specific challenging personal circumstances and complex needs to participate in physical activities or sport.
- To test how to develop a workforce which is able to deliver physical activity or sport to individuals with challenging personal circumstance and complex needs in order to better understand the attributes, skills, knowledge and understanding required to engage this group.

THE NEED FOR INTERVENTION

The intervention looked specifically at those who are living with or beyond cancer to better understand how best to recruit, develop and deploy a workforce to deliver activities to individuals who face very difficult and challenging personal circumstances.

PEOPLE LIVING WITH OR AFTER CANCER

Historically, people living with or after cancer have been advised that rest is best and told to avoid any strenuous activity. However, research suggests that this is false. In fact, those living with or after cancer stand to gain added benefit from participating in physical activity. In general, it is recommended that cancer patients partake in the same level of activity as the general population.

According to a recent study of physical activity levels in those who have been diagnosed with cancer, the most common barriers to physical activity, were physical symptoms such as fatigue reported by 78% of participants and pain, which was reported by 71%. Other common factors that affected more than half of the patients involved included difficulty staying motivated (67%) and difficulty staying disciplined (65%).

A list of potential motivations and barriers to physical activity among those suffering or having suffered from cancer has been compiled by Macmillan cancer support and is shown on the following page.

Motivations

- Confidence in ability to become active
- Returning to normal
- Gaining control
- Social support
- Spending time with people like them
- Improving strength and fitness after treatment

Barriers

- Fatigue
- Anxiety around safety
- Perception that it is too hard
- Weight gain during treatment
- Family or health professionals discourage it
- Uncomfortable in classes
- Uncomfortable using communal changing rooms

Despite the shift of paradigm towards one that promotes physical activity over rest for those affected by cancer, 75% of cancer sufferers still report that their physical activity levels fall post diagnosis. Just 4% increase their activity levels once diagnosed with cancer.

PROJECT**MOVE MORE SOUTHPORT AND FORMBY**

Move More Southport and Formby is a partnership between Active Sefton, Macmillan Cancer Support and Southport and Formby Clinical Commissioning Group.

The programme aims to support anyone living with or after cancer to become more physically active by offering its own physical and wellness activities, such as a gentle circuit training, relaxation sessions, low impact chair exercises, yoga, and use of facilities at Dunes Leisure centre in Southport and Formby Pool at subsidised rate. As well as support in helping those affected by cancer in becoming more active, Move More facilitates participation in physical activity sessions that are readily available locally within the community, targeted to specific needs and interests.

Those referred to the programme attend an initial appointment for a lifestyle review, and jointly agree with their coordinator an individualised physical activity and wellness plan. After 12 weeks of activity there is another appointment to discuss ongoing activity and review of the programme. Physical activity prescription is adjusted according to treatment and health status of the individual. Coordinators monitor each person providing motivational support throughout the 12 week period and up to a year post referral to help ensure their continuation of a healthy lifestyle.

PLANNING

The 'road map' on page 10 outlines the original concept for the MSP coaching plan. The model was originally designed to act as a blueprint that would be used to guide a project from conception to completion. However, knowing the potential difficulty of working with the groups identified in the coaching plan, MSP were aware that this beginning to end style plan could prove problematic and potentially unattainable.

With that being the case, the aforementioned road map was created using a modular approach. This would ultimately afford MSP the freedom to manipulate the form of the project, and/or data collection, based upon the partner and their service users, without the loss of direction or result.

METHOD

The initial coaching delivery plan aimed to achieve four outcomes:

1. To develop a detailed understanding of the challenge, issues and barriers which prevent or limit participation for service users.
2. To establish the attributes, skills, knowledge and understanding required to engage the service users in physical activities or sporting opportunities.
3. To test a model for recruiting and developing a workforce to best meet the needs of the service users.
4. To identify any specific issues which arise as a result of delivering activity to the service users.

Contact was made with Active Sefton to see how MSP could link into the Move More project in Southport and Formby and in doing so achieve the four outcomes above relating to those affected by cancer. It quickly became apparent that the Move More project was already an on going success in helping those affected by cancer become more active. This effectively made outcomes three and four of the coaching delivery plan redundant. The modular approach taken in the planning stage did, however, allow for the use of research techniques to gather data to achieve outcomes one and two.

With the Move More project already a success, MSP used the opportunity to assess what attributes and characteristics a coach/activator must possess to engage successfully with those affected by cancer, as well as what, if anything, would be changed if the programme were to be replicated.

This was achieved via two methods. Firstly, secondary data was collected via desktop research to understand the motivations and barriers those affected by cancer have in relation to physical activity and sport. Secondary information was also gathered in relation to the need for an intervention such as Move More for people affected by cancer.

Secondly, a video interview was conducted with Lucy, the activator of the Move More programme in Southport and Formby, to gather insight into what skills and characteristics she believes are integral to engaging this hard to reach group successfully. Additionally, short video interviews were also conducted with some service users to gain personal insight into what the Move More sessions mean to them and how Lucy helps them as an activator.

PLANNING AND METHODOLOGY

MSP COACHING DELIVERY PLAN 'ROADMAP'

TASKS PHASES	1. SCOPE	2. ENGAGE	3. DEVELOP	4. IMPLEMENT	5. REVIEW
ACTIVITIES	Secondary Research <ul style="list-style-type: none"> - Desktop research into end users: <ul style="list-style-type: none"> • 'Life in their shoes' • Rationale for intervention Partner buy-in <ul style="list-style-type: none"> • Macmillan & Cancer, Sefton Council • Wheels Extreme, Youth Service • CRC Turnaround Project, Person Shaped Support (PSS) 	Primary Research <ul style="list-style-type: none"> • Stakeholder Engagement Survey - To gather information and insights on service users • Focus Group(s) - Consultation sessions with end users • Reflective Diary - Understand an activators development journey Video Capture <ul style="list-style-type: none"> • Video interviews (Service User & Coach perspective) • General action footage of the sessions (Service user) • Audio Interviews • Photographs for case studies 	Pen Portraits of 'The Coach' <ul style="list-style-type: none"> • Channel insights generated from research to create profiles or 'Pen Portraits': <ul style="list-style-type: none"> * Skills * Attributes * Knowledge & Understanding Workforce Model <ul style="list-style-type: none"> • Establish a working model for recruiting, developing and delivering workforce Personal Development Plans <ul style="list-style-type: none"> • Tailored plans to identify training development requirements in order for workforce to become activators 	<div style="border: 1px dashed black; padding: 5px;"> ID & recruit <ul style="list-style-type: none"> • A coach or deliverer Develop <ul style="list-style-type: none"> • Up skill or support deliverer with training Deploy <ul style="list-style-type: none"> • An activator delivers an activity session </div> PA/Sport INTERVENTION <ul style="list-style-type: none"> • Mentoring <ul style="list-style-type: none"> • Provide ongoing support and assistance for the duration of the delivery Video Capture [reflective]	Data Analysis <ul style="list-style-type: none"> • Analyse data Evaluation <ul style="list-style-type: none"> • Produce summary report
IMPACT	Process Evaluation - Documenting process supplement with pictures (research frameworks or templates)				
OUTPUTS		Briefing Paper <ul style="list-style-type: none"> • including a Development Plan & workforce options Video content Surveys Focus Group Reflective Diary	Transfer Package <ul style="list-style-type: none"> • including a PDP, documentation of what needs to be in place and actioned in order to 'activate' the service user 	Video content [Process]	'The Journey' <ul style="list-style-type: none"> • including Coach Narrative through video diaries Sport England Report
OUTCOMES	END USER perspective Gained a detailed understanding of challenges, issues & barriers detailing what prevents or limits participation		WORKFORCE perspective A 'Workforce Model' established for recruiting, developing and deploying workforce		WORKFORCE perspective A 'Workforce Model' piloted and activity is delivered to the service users
			WORKFORCE perspective key learnings and recommendations		END USER perspective <ul style="list-style-type: none"> • Individual level impact: Activity levels / wellbeing levels

FINDINGS

COACH 'PEN PORTRAIT'

MOTIVATIONAL

- People need to be motivated to attend and be persuaded that rest is not always best

"... with the motivation from Lucy, I'm really committed to this"

EMPATHETIC

- Need to understand people's emotions along this journey
- Often people just want somebody to listen

"Lucy is very supportive ... and approachable"

INCLUSIVE

- Must be prepared to tailor advice as there is no one size fits all approach

"When I started I couldn't move my arm"

FRIENDLY

- Friendly and informal
- Sessions also work as support groups to meet others in similar situation

"There is camaraderie amongst us ... I've made lots of friends"

KNOWLEDGEABLE

- How activity can help those with cancer
- Knowledge of the barriers facing those with or after cancer

"... before, I couldn't pick up a bag of shopping. Now I'm getting back to normal levels of fitness"



COACH 'PEN PORTRAIT'

The success of the Macmillan Move More programme in Southport and Formby is dependent not only on the overall structure of the programme but on the skills of the activator/coach. The evidence for this is illustrated briefly on the previous page. What we found during our observations and interviews was that the factors that make this programme a success were not purely skills based but often more importantly characteristics of the activator, Lucy.

MOTIVATION

Motivation was identified as an important characteristic for a coach or an activator aiming to engage people suffering with or beyond cancer. As discussed earlier it is still the belief of many that following a diagnosis of cancer, and for long periods after, individuals should 'rest up' or 'take it easy' when in reality being physically active is much more beneficial. However, even when the benefits of physical activity are effectively communicated, motivation is still a barrier to many affected by cancer. 67% of patients diagnosed with cancer report a lack of motivation as a barrier to physical activity according to a recent report.

According to Lucy, motivational interviewing is an invaluable tool in explaining the importance of keeping those affected by cancer active. She confirms that most clients believe that they should rest up after a cancer diagnosis and that many are cautious as to what exercises they can do without having a detrimental effect on their health and their treatment. Motivation and motivational interviewing is therefore imperative to helping patients understand the importance of physical activity, what exercises would best suit them and then getting them moving.

“I didn't think about exercise before hand but with the motivation from Lucy, I'm really committed to this”

Glenda, *Move More participant*

EMPATHY

Empathy and understanding are very important skills to have as an activator/coach trying to engage those living with or beyond cancer. Besides a purely activity focused outlook, activators/coaches must be prepared for clients to open up and talk about what they are going through. Lucy notes that often clients do not seek answers, but are simply looking for somebody to listen and to understand the emotions they may be feeling along their journey with cancer.

Being empathetic to the participants situation is also important when reassuring them that everything they are doing is safe and effective no matter if they have just been diagnosed, in therapy or have just finished treatment. To help with this process Lucy adopts an approach whereby sessions are not only focused on physical activity but also act as support groups for the participants.

FRIENDLY

When talking to the participants in the group, it became clear that the informality and friendliness of both the activator, Lucy, and the sessions was of particular importance to those involved. When asked what aspects of the sessions they enjoyed, all participants mentioned that they had made friends while attending and that the sense of camaraderie was very important to them.

“I have made lots of friends since attending the sessions. They have even given me birthday cards for my 90th birthday which was yesterday.”

Jack, *Move More participant*

KNOWLEDGEABLE

Any attempt to engage those affected by cancer must be built upon a strong knowledge of physical activity and cancer as well as an understanding of the journey that patients embark upon following diagnosis and beyond.

Knowing the benefits physical activity can bring somebody living with or after cancer as well as any possible limitations is essential for a role such as this. Most people consider themselves as sick following a cancer diagnosis and believe that the ‘rest is best’ formula is the advice to follow, when in fact the opposite is true. Many of those living with cancer are also cautious about the type and intensity of exercise that they can do without affecting their cancer or impacting on their treatment.

Lucy recommends taking the Level 4 qualification in Cancer and Exercise Rehabilitation in order to understand cancer better and the effects that it has on those affected by it. This helps the activator/coach to understand the journey that those who are affected by cancer are going through is one that can shake up their world.

“Having knowledge of how they [participants] will feel on their journey is a big help as you end up playing a big role in that journey.”

Lucy, *Move More activator*

INCLUSIVE

Building on the knowledge acquired from the Level 4 qualification in Cancer and Exercise Rehabilitation, Lucy ensures that she creates sessions that are inclusive to all. Lucy recognises that different cancers and treatments can present different challenges when it comes to being active and as such ensures that she provides a range of activities to ensure that all affected by cancer can access sessions to increase their physical activity.

For example, Lucy recognises that during treatment participants can suffer from low blood counts that affect their

immune system, meaning that going swimming is not advised and other activities are suggested. Many affected by cancer can also suffer with nausea or the sudden urge to use the toilet, so quick access to facilities will be required meaning that outdoor or gym based activities may be replaced by a recommendation of home based activities. In each case physical activity sessions are participant led based on which activities they would like to participate in and where.

To facilitate this, each person's exercise advice is tailored and individualised to them by Lucy. Lucy states that during this process it is important to find an activity that the user will enjoy and feel comfortable to participate in. Because of this, not only are sessions open to those living with or after cancer but friends and family are also encouraged to attend as way of comforting and encouraging the participant.

“As there are so many different types of cancers and different side effects to treatment ... there is no one session to fit all.”

Lucy, *Move More activator*

SUMMARY

The original objective of MSP's coaching delivery plan was to increase the opportunities for individuals facing specific challenging personal circumstances and complex needs to participate in physical activities or sport. This was to be achieved by testing how to develop a workforce which would be able to deliver physical activity or sport to those individuals in order to better understand the attributes, skills, knowledge and understanding required to engage them successfully.

In the beginning, the project looked to work with Liverpool Young Man's Christian Association (YMCA) to identify how best to support service users – predominately young males - to access physical activity or sport. Contacts were established within the YMCA in Liverpool and initial steps were taken with key stakeholders at the Liverpool YMCA Stepping Stones project in Garston.

Unfortunately, due to the infancy of the Stepping Stones project and the work demands of their staff, progress stalled and other options had to be explored. This further reiterated the complexities of trying to engage hard to reach individuals in physical activity or sport. It became clear to us that engagement is not only difficult at the individual's level but also at the service provider's level owing to the pressures placed upon them to provide a certain level of support to their users.

Using existing contacts, Active Sefton were then approached in relation to the Move More project in Southport and Formby. There are a number of reasons why those living with or after cancer can be considered a hard to reach group. Historically, upon diagnosis, health professionals have recommended a policy of 'rest is best' to their patients. Modern research has debunked this as a myth and conversely recommends that those living with or after cancer should seek to be active.

Whilst Lucy has had great success in getting those affected by cancer moving in Southport and Formby, she also notes that it can be difficult getting the importance of physical activity across to users, most notably when health practitioners and/or family members prescribe to the old notion of rest as discussed. Being trained in Motivational interviewing as well as being a natural motivator is therefore essential in persuading those affected by cancer to become more active owing to the fact that most of those suffering with or after cancer cite a lack of motivation as barrier to participation, even when the benefits of staying active have been communicated to them.

Once users have been motivated to participate in some activity it is then imperative that this activity fits their needs. Our research shows that providing sessions that are fun and inclusive is essential. Lucy's Level 4 qualification in Cancer and Exercise Rehabilitation not only provides knowledge on the benefits of being physically active when suffering from or after cancer, but also the limitations brought on by cancer and/or treatment. By providing fun and varied activities in a space where participants feel comfortable and are in the company of others who understand their journey, Move More Southport and Formby has and continues to be a big success and one that has the potential to be replicated based on the knowledge we have gained.

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